

MEDIA PRESENTATIONS

GOAL: ESTABLISH PRESENTATION FORMAT THAT
WILL ALLOW US TO REACT QUICKLY
TO MANAGEMENT REQUESTS FOR ORAL
AND WRITTEN PRESENTATIONS.

BASIC FORMAT SHOULD INCLUDE:

I. BASIC INDUSTRY REVIEW WITH 5 YEAR

PERSPECTIVE

- INDUSTRY SUMMARY PAGE HIGHLIGHTING TRENDS

- TOTAL INDUSTRY SPENDING (WITH INFLATION
ADJUSTMENT)

- PRINT/OUT-OF-HOME BREAKDOWN (MAGAZINE/ROP/SOPP-PSI
IF NEEDED)

- COMPANY BREAKDOWN FOR SPENDING AND
SOV

- KEY TARGET SEGMENT BREAKDOWN - BLACK/HISPANIC

II. COMPANY REVIEW BY BRAND WITH 5 YEAR

PERSPECTIVE

- COMPANY SUMMARY PAGE HIGHLIGHTING KEY TRENDS

- BY COMPANY BY BRAND FOR TOTAL, PRINT
AND OUT-OF-HOME SPENDING

III. KEY CATEGORY REVIEW WITH RELEVANT TIME-FRAME PERSPECTIVE

- SUMMARY PAGE(S) AS APPROPRIATE

- PRICE VALUE CURRENTLY THE MAJOR EXAMPLE

2060369378

IV. INDIVIDUAL P.M. BRAND MEDIA REVIEWS

- CURRENT (RELEVANT YEAR) MEDIA HIGHLIGHTS SUMMARY TO INCLUDE PLAN REACH/FREQUENCY, PAGE/SPREAD ANALYSIS AND BUDGET SUMMARY
- CURRENT MEDIA OBJECTIVES IN PRIORITY ORDER
- CURRENT MEDIA OBJECTIVES IN PRIORITY ORDER (SUMMARY) WITH DETAILED STRATEGIES AND RATIONALE FOR EACH (ONE PAGE PER OBJECTIVE).
- SUMMARY OF OBJECTIVES NOT ACHIEVED IN PLAN
- SUMMARY OF BUDGET BY MEDIA CATEGORY FOR 5 YEARS PLUS DETAILED 2 YEAR
- CURRENT MEDIA PLAN SUMMARY BY CATEGORY TO INCLUDE AVERAGE INSERTIONS/PAGES, COST, PERCENT TOTAL SPENDING AND RATIONALE
- LIST OF PUBLICATIONS BY CATEGORY WITH SMOKER INDEX
- COMPETITIVE REVIEW:
 - LIST OF ALL RELEVANT COMPETITORS WITH CURRENT SHARE OF MARKET AND SOV (IN PRIORITY ORDER)
 - FIVE YEAR GRAPHIC REPRESENTATION OF THE ABOVE (PRINT AND/OR OUTDOOR FIVE BREAKS ONLY WHERE RELEVANT IE MARLBORO OUTDOOR).
 - FIVE/TWO YEAR SOV/SOM SUMMARIES

2060369379